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# Optimization of the Process of Radiological Examination

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## Abstract

**Purpose:** In the present study, we explored and optimized the process of radiological examination to enhance patient satisfaction.

**Methods:** Using the SERVQUAL scale as a template, we developed a questionnaire on the basis of the PZB model. The questionnaire comprised 5 major items and 23 questions. On the basis of survey results, we identified the areas of improvement and formulated relevant strategies on the basis of information flow, such as route indication videos, QR codes, and applications.

**Results:** After the optimization of the radiological examination process, the rate of patient satisfaction in the parameters of “clear guiding signs” and “fluency of examination” increased from 87.2% to 90.2% ( $p=.06$ ) and from 87.8% to 92% ( $p=.02$ ), respectively. Then, the results obtained using the 23 questions were plotted as an importance-performance analysis chart.

**Conclusion:** Knowledge regarding the importance of a certain examination-related parameter may help us objectively understand the level of patient satisfaction. By resolving important problems, we can enhance patient satisfaction.

**Keywords:** patient satisfaction, PZB model, SERVQUAL scale, information flow, importance-performance analysis

# 優化健診顧客於放射科受檢流程

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## 摘要

**目的：**本計畫針對健診顧客於放射科檢查之流程進行探討與改善，以提升健診顧客於放射科之顧客滿意度。

**材料與方法：**問卷製作參考PZB缺口模型理論，並以SERVQUAL量表作為模板，分為5大項，設計共23個題目。依據調查結果以「動線標示或指標清楚」、「檢查動線的流暢度」列為2大改善方向，改善方法利用資訊流如：路線指示影片、QR code、APP等。

**結果：**「動線標示或指標清楚」滿意度由87.2%提升至90.2% ( $p=0.06$ )；「檢查動線的流暢度」滿意度由87.8%明顯提升至92% ( $p=0.02$ )。再將改善後23個問題的重視度及滿意度結果繪製成IPA (importance-performance analysis)分析圖，進行結果分析與探討。

**結論：**滿意度結合重視度一起分析，可以更客觀瞭解顧客是否感到滿意，進而針對問題改善，有效地改善顧客滿意度。

**關鍵詞：**健診滿意度、PZB理論、SERVQUAL量表、資訊流、IPA分析圖